

CUSTOMER DATA COLLECTION

**ABSTRACT**

5           A method includes displaying a representation of a  
customizable merchandise item on a marketing screen, the  
screen having at least one response field for customer data  
and at least one response field for a customization option,  
receiving selection data from the customer, the selection data  
10          usable for manufacturing the item, updating the displayed  
representation based on the selection data and receiving a  
customer response, the response representing customer data.

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